

# 2018 ANNUAL EEO PUBLIC FILE REPORT

## Max Radio of the Carolinas Licenses, LLC

Stations: WCXL(FM), Kill Devil Hills, NC  
WCMS-FM, Hatteras, NC  
WZPR(FM), Nags Head, NC  
WFMZ(FM), Hertford, NC  
WVOD(FM), Manteo, NC<sup>1</sup>

Reporting Period: August 1, 2017 – July 31, 2018

No. of Full-time Employees: More than 10  
Small Market Exemption: Yes

During the Reporting Period, 1 full time position was filled. The information required by FCC Rule 73.2080(c)(6) is provided in the charts that follow.

### INITIATIVES

The employment unit engaged in the following broad outreach initiatives in accordance with various elements of FCC Rule 73.2080(c)(2):

*Co-sponsored at least one **job fair** with organizations in the business and professional community whose membership includes substantial participation by women and minorities.*

On Saturday, March 3, 2018 – Max Radio of the Carolinas was one of the official sponsors of the Currituck Business Expo and Job Fair. As part of our sponsorship Max Radio promoted this event on WCXL Beach 104, and WCMS 94.5 Water Country’ as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound and WFMZ/WZPR – Classic Hits 104.9 & 92.3. Also as a sponsor, Max Radio of the Carolinas manned a booth with advertising and employment information.

On Saturday March 10, 2018 – Max Radio of the Carolinas was one of the official sponsors of the Outer Banks Chamber of Commerce OBX Success Job & Career Fair and workshop in Corolla. As part of our sponsorship Max Radio

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<sup>1</sup> Max Radio of the Carolinas, LLC operates stations WZPR, WFMZ and WVOD, licensed to Hengooch License, LLC, under a time brokerage agreement.

promoted this event on WCXL Beach 104, and WCMS 94.5 Water Country, as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound and WFMZ/WZPR – Classic Hits 104.9 & 92.3.

On Saturday March 17, 2018 – Max Radio of the Carolinas was one of the official sponsors of the Outer Banks Chamber of Commerce OBX Success Job & Career Fair and workshop in Nags Head. As part of our sponsorship Max Radio promoted this event on WCXL Beach 104, and WCMS 94.5 Water Country, as well as the Hengooch License, LLC stations WVOD – 99.1 The Sound and WFMZ/WZPR – Classic Hits 104.9 & 92.3.

*Participated in events or programs sponsored by **educational** institutions relating to career opportunities in broadcasting.*

Cub Scout trout 501 from Manteo visited the radio station studios on Saturday, February 11, 2017. This visit was one of the requirements needed to obtain the Radio merit badge. The tour gave the boys knowledge of career opportunities available in the field of broadcasting.

At the request of First Flight High School the stations took part in the school’s Honor Career Development Internship Program. A student in the program requested a position at the radio stations. For the length of the school year, August 28, 2017 through June 8, 2018, this student devoted two hours per day, three days per week (when school was in session) to working at the radio stations. The student worked in various positions to learn as many aspects of radio broadcasting as possible.

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LIST OF POSITIONS FILLED

DATE OF HIRE	JOB TITLE	RECRUITMENT SOURCE REFERRING HIREE
9/12/2017	Account Executive	Max Radio of the Carolinas Radio Ad

**INTERVIEWEE REFERRAL SOURCE SUMMARY**

Total Number of Persons Interviewed during the Reporting Period: 6

Recruitment Sources Used in Reporting Period	Number of Persons Interviewed that the Source Referred
The Daily Advance Newspaper, Elizabeth City	1
Albemarle Extra	0
Perquimans Weekly	0
Chowan Herald	0
NC Employment Security Commission	1
Monster Dot Com	0
Broadcast Announcements over Max Radio of the Carolinas and Hengooch Licensee** stations	4

**RECRUITING SOURCES USED**

Job Title of Position: Account Executive      Date of Hire: 9/12/2017

REFERRAL SOURCE	*	ADDRESS OF SOURCE	CONTACT PERSON AT SOURCE	TEL. NO. AND E-MAIL ADDRESS OF SOURCE
Daily Advance Newspaper	N	PO Box 588, Elizabeth City, NC 27909	Classified Advertising Dept.	252-355-8076
Albemarle Extra	N	PO Box 588, Elizabeth City, NC 27909	Classified Advertising Dept.	252-355-8076
Perquimans Weekly	N	PO Box 588, Elizabeth City, NC 27909	Classified Advertising Dept.	252-355-8076
Chowan Herald	N	PO Box 588, Elizabeth City, NC 27909	Classified Advertising Dept.	252-355-8076
Monster Dot Com	N	2701 Alex Lee Blvd Florence, SC 29506	Customer Service	843-773-8300
NC Employment Security Commission	N	2522 South Croatan Hwy, Nags Head, NC 27959	Liz Gottermeyr, Manager	252-480-0121
Broadcast announcements over WCXL-FM, WCMS-FM	N	PO Box 1897 Kill Devil Hills, NC 27948	Michael Smith, VP/GM	252-449-6074
Hengooch Licensee** broadcast announcements over WVOD-FM, WZPR-FM, WFMZ-FM	N	PO Box 1897 Kill Devil Hills, NC 27948	Michael Smith, VP/GM	252-449-6074

\* Indicate "Y" (yes) or "N" (no) if the organization requested that the station provide it with notice of all job vacancies.

\*\*Max Radio of the Carolinas, LLC operates the Hengooch License, LLC radio stations under a time brokerage agreement.